

Contract # 338210

Schedule Dates

Advertiser

Agency/T-Code

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

Run Times

Length

Sec

Dates

Line

Line Type / Break Type (Ref #)

Dates

Length

Sec

Dates

Line

Line Type / Break Type (Ref #)

Dates

Length

Sec

Dates

Line

Line Type / Break Type (Ref #)

Dates

Length

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Line Type / Break Type (Ref #)

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Dates

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Line Type / Break Type (Ref #)

Dates

Length

Sec

Dates

Line

Line Type / Break Type (Ref #)

Dates

Length

Sec

Dates

Line

Line Type / Break Type (Ref #)

Dates

Date Entered

Last Modified

Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

SPW

Mo

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Su

Spots

Rate

Total

Station

Comments

Entered

10/22/12

11/02/12

Deb O'Keefe

No

06386515

Normal

15.00

\$15,570.00

\$88,230.00

Pittsburgh (WPXI)

ELLEN/1

10/22/12

11 PM NEWS/2

10/22/12

THE TONIGHT SHOW/3

10/22/12

JIMMY FALLON/4

10/22/12

CHANNEL 11 NOON NEWS/5

10/22/12

DAYS OF OUR LIVES/6

10/22/12

JUDGE JUDY/4p/ 7

10/22/12

Pre-empt/Exception -

10/22/12

JUDGE JUDY/430p/ 8

10/22/12

5-530p-Ch 11 EARLY NEWS/9

10/22/12

Pre-empt/Spot -

10/22/12

530p-6p-Ch 11 EARLY NEWS/10

10/22/12

Pittsburgh (WPXI)

By Broadcast Month

Spots

Rate

Oct. 2012

Nov. 2012

Grand Total:

67

11

78

\$68,400.00

\$35,400.00

\$103,800.00

WPXI

4145 Evergreen Road

Pittsburgh, PA 15214

Waterfront Strategies

1010 Wisconsin Avenue

Washington, DC 20007

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1010 Wisconsin Avenue

Washington, DC 20007

CONFIRMATION CONTRACT

Comments:

Date:

Accepted-Station:

Date:

Accepted-Agency/Advertiser:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

Contract # 338210

Schedule Dates

10/23/12-11/04/12

Advertiser

Pol/Iss/House Majority Pac (16681)

Agency/T-Code

Waterfront Strategies (2541)/043489394

Product

Political - Issue (1068)

Brand

ISS/HOUSE MAJORITY PAC (133782)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

NAGELBERG,DAN

Phone/Fax

/

CPE

79/86/2162

Account Types

National/Political

Billing Type

Standard

Comments

HOUSE MAJ PAC 10/23

***** THIS IS A CASH IN ADVANCE SCHEDULE ***** **HIATUS 9/11** **ALSO

DARK ENTIRE WEEK 9/4-9/17**

Date Entered 10/22/12

Last Modified 11/02/12

Entered By Deb O'Keefe

CO-OP No

Headline # 06386515

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$15,570.00

Net Total \$88,230.00

Sales Tax

Pittsburgh (WPXI)

By Broadcast Month

Oct. 2012 67

Nov. 2012 11

Grand Total: 78

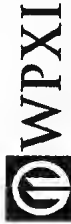
Spots

Rate

\$68,400.00

\$35,400.00

\$103,800.00



Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:58P- Channel 11 News At 6pm M-F	3		1	1	1	1			4	\$1,000.00	\$4,000.00	Pittsburgh (WPXI)	CH 11 EARLY NEWS 6-630p/11	10/22/12
12.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	6:59P- Jeopardy	3	X	X	X	X				3	\$1,800.00	\$5,400.00	Pittsburgh (WPXI)	JEOPARDY/12	10/22/12
13.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	6:58A- Today Show	3	1	1	1	1				4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	TODAY SHOW 7a/13	10/22/12
14.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	7:30P- WHEEL OF FORTUNE	3	X	X	X	X				3	\$1,800.00	\$5,400.00	Pittsburgh (WPXI)	WHEEL OF FORTUNE/14	10/22/12
15.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	9A- Today Show 9a	3	1	1	1	1				4	\$400.00	\$1,600.00	Pittsburgh (WPXI)	TODAY SHOW/15	10/22/12
16.0	Normal Line / Prime	10/26/12-10/26/12	3	:30	9P- Grimm 9-10P	1					1			1	\$4,500.00	\$4,500.00	Pittsburgh (WPXI)	GRIMM/16	10/22/12
17.0	Normal Line / Prime	10/29/12-10/29/12	4	:30	7:57P- The Voice 8-10P AT 11P	1	1							1	\$7,000.00	\$7,000.00	Pittsburgh (WPXI)	THE VOICE/8-10p/17	10/22/12
18.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	1						1		1	\$2,100.00	\$2,100.00	Pittsburgh (WPXI)	11 PM NEWS/18	10/22/12
19.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	6A- 8A (EST)	1						1		1	\$350.00	\$350.00	Pittsburgh (WPXI)	6a-8a Sat am News/19	10/22/12
20.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	8A- 10:30A (EST)	1						1		1	\$375.00	\$375.00	Pittsburgh (WPXI)	8a-1030a/Sat am News/20	10/22/12
21.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	10A- MEET THE PRESS	1							1	1	\$3,600.00	\$3,600.00	Pittsburgh (WPXI)	MEET THE PRESS/21	10/22/12
22.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	11:30P- Channel 11 News Following Football 1130P	1							1	1	\$2,250.00	\$2,250.00	Pittsburgh (WPXI)	11 PM NEWS/1135p-1235a/22	10/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Schedule Dates

10/23/12-11/04/12

Advertiser

Pol/Iss/House Majority Pac (16681)

Agency/T-Code

Waterfront Strategies (2541)/043489394

Product

Political - Issue (1068)

Brand

ISS/HOUSE MAJORITY PAC (133782)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

NAGELBERG,DAN

Phone/Fax

/

CPE

79/86/2162

Account Types

National/Political

Billing Type

Standard

Comments

HOUSE MAJ PAC 10/23

***** THIS IS A CASH IN ADVANCE SCHEDULE ***** **HIATUS 9/11** ***ALSO

DARK ENTIRE WEEK 9/4-9/17**

Date Entered

10/22/12

Last Modified

11/02/12

Entered By

Deb O'Keefe

CO-OP

No

Headline #

06386515

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$15,570.00

Net Total

\$88,230.00

Sales Tax

Schedule Dates

Advertiser

Agency/T-Code

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007

Date Entered

Last Modified

Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

Schedule Dates

Advertiser

Agency/T-Code

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

Date Entered

Last Modified

Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

Schedule Dates

Advertiser

Agency/T-Code

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

Date Entered

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CO-OP

Headline #

Demo

Order Type

Package Deal

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Commission

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Schedule Dates

Advertiser

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Buyer Name

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Account Types

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Date Entered

Last Modified

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CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

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Sales Tax

Schedule Dates

Advertiser

Agency/T-Code

Product

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Account Types

Billing Type

Comments

Date Entered

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Entered By

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Demo

Order Type

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Date Entered

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Order Type

Package Deal

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Buyer Name

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Account Types

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Demo

Order Type

Package Deal

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Sales Tax

Schedule Dates

Advertiser

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Product

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Date Entered

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Package Deal

Commission %

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Schedule Dates

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Agency/T-Code

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Account Types

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Date Entered

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CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

Schedule Dates

Advertiser

Agency/T-Code

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

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Date Entered

Last Modified

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CO-OP

Headline #

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Order Type

Package Deal

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Commission

Net Total

Sales Tax

Schedule Dates

Advertiser

Agency/T-Code

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

Date Entered

Last Modified

Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

Schedule Dates

Advertiser

Agency/T-Code

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

Date Entered

Last Modified

Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

Schedule Dates

Advertiser

Agency/T-Code

Product

Brand

Contract # 338210

Schedule Dates 10/23/12-11/04/12
Advertiser Pol/Iss/House Majority Pac (16681)
Agency/T-Code Waterfront Strategies (2541)/043489394
Product Political - Issue (1068)
Brand ISS/HOUSE MAJORITY PAC (133782)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name NAGELBERG,DAN
Phone/Fax /
CPE 79/86/2162
Account Types National/Political
Billing Type Standard
Comments HOUSE MAJ PAC 10/23
***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DARK ENTIRE WEEK 9/4-9/17**

WPXI
4146 Evergreen Road
Pittsburgh, PA 15214



Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007

Date Entered 10/22/12
Last Modified 11/02/12
Entered By Deb O'Keefe
CO-OP No
Headline # 06386515
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$15,570.00
Net Total \$88,230.00
Sales Tax

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Oct. 2012	67	\$68,400.00
Nov. 2012	11	\$35,400.00
Grand Total:	78	\$103,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
33.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:58P- Channel 11 News At 6pm M-F	1	1							1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	6-630p- CH 11 EARLY NEWS/33	10/22/12
34.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	9A- Today Show	1	1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	TODAY SHOW/37	10/22/12
35.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	9A- Today Show 9a	1	1							1	\$400.00	\$400.00	Pittsburgh (WPXI)	TODAY SHOW2/38	10/22/12
36.0	M/G For 9.0.1 / Spot	10/26/12-10/26/12	4	:30	5:58P- Channel 11 News At 6pm M-F	1								1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	6pCH 11 EARLY NEWS/9	10/24/12
36.1	M/G For 9.0.1 / Spot	10/26/12-10/26/12	5	:30	5:58P- Channel 11 News At 6pm M-F	1								1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	6pCH 11 EARLY NEWS/9	10/25/12
37.0	M/G For 7.0.1 / Spot	10/26/12-10/26/12	4	:30	4:58A- Channel 11 News 5am Sat	1								1	\$300.00	\$300.00	Pittsburgh (WPXI)	5a/7	10/24/12
37.1	M/G For 7.0.1 / Spot	10/26/12-10/26/12	5	:30	4:58A- Channel 11 News 5am Sat	1								1	\$300.00	\$300.00	Pittsburgh (WPXI)	5a/7	10/25/12
38.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	8:13P- NBC Sunday Night Football	1								1	\$21,000.00	\$21,000.00	Pittsburgh (WPXI)	NFL 805-12M/42	11/2/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Accepted-Station:

Date:

Comments:

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